



A NOTE FROM THE PROVOST

EU: An Emerging “Winner” in Higher Education



In her relatively new book on innovation, *Red Thread Thinking*, Debra Kaye highlights an important difference between those who succeed and those who don't in competitive environments.

Irrespective of raw skills sets, confident people who think they're winners persist in the face of challenges whereas those who lack confidence quit before a solution is found. In other words, winning is an attitude.

Let's face it ... Eastern has struggled over the last few years. We've laid off scores of employees, tightened budgets, frozen salaries, and reduced benefits to what is nearly the psychological and fiscal breaking point of our community. We've instinctively learned to hang our head low, or in shame, and to believe the worst about our present and future as a University. I'll just say it: based upon the research, this is a formula for failure.

I'm not asking you to be unrealistic. If there's one obvious feature in our current reality, it's that EU has been and to an extent still is in trouble, not only as one member within a declining and struggling market sector but also as an institution. It is what it is. But the future before us can lead in many directions depending on our vision and innovation, and these, in turn, depend upon our confidence about the future. To return to Kaye's earlier point: winners believe, and losers don't.

Winners have two advantages. First, they move forward with confidence that there's a way forward, even if it looks like they've hit a wall. Secondly, they have good attitudes toward colleagues and customers. They're not easily frustrated or angered. They exude more “positivity” than “losers”. Those are important advantages.

Before I say more about this theme, I'd like to remind us that “positivity” and “creativity” do not demand agreement. We must have a degree of dissatisfaction with the status quo, sometimes involving institutional conflict, in order to make progress. This is true not only of

academic innovation but also of progress in other areas, such as (especially) the need for greater racial equity in our world and on our campus. Progress requires honesty and hard work. But I'm optimistic that EU is the sort of place, with its innovative and justice-oriented DNA, to confront these challenges successfully.

When I arrived at EU in 2000, we were winners at heart. Things have changed over the years. We've got to get our mojo back. A part of me wants to cite some of our recent success stories to inspire a new wave of hope, and that's sometimes appropriate I suppose. But in the end, I suspect that success must begin in the heart. We must believe that God has a plan for EU and that we're invited to be a part of it. Whether this plan will result in “success” as defined in human terms I can't predict, but it will be success in God's eyes ... and we'll be winners in God's economy.

Thanks for being a part of our winning team,

Kent

BEAKER'S COVID SAFETY PROTOCOL

This fun and informative video highlights important COVID safety procedures while featuring the playfulness of our community (and Beaker as a flight attendant!).



SPOTLIGHT

We shine the spotlight on...

Caitlyn Marshall

Enrollment Counselor



Caitlyn is a 2020 Eastern grad, with a degree in Political Science and Sociology, and is

now one of our Enrollment Counselors! The biggest reason she was drawn to Eastern was the emphasis on and pursuit of justice, and she found that her majors aligned with her passion for justice. Caitlyn has adored her time at Eastern and loves the opportunity she has to use her passion to help prospective students also fall in love with Eastern. Her long term professional goal is to be involved in public policy work, particularly in the area of education. So she can imagine no better environment to gain crucial knowledge of this field than working in higher education and serving high school students.

Outside of the classroom, Caitlyn had a full college experience. She was a Young Life leader for Radnor Middle School youth, served in the Student Government Association, was a nanny to many wonderful families in the local area, and had the opportunity to study abroad in Copenhagen, Denmark (see photo below from a side trip to the Parthenon)! She highly looks forward to the day that she can return and reunite with her visiting host family.

Caitlyn lives in Swarthmore, PA with her parents and adorable dog "Bear". She loves to learn and has been told that she is quite the "Phanatic" when it comes to Fun Facts! She enjoys weekends filled with outside activities and traveling. During the week, you might find her curled up reading a book (anything from "Hunger Games" to "White Fragility" to "The Republic"! or re-watching shows like *The Office* or *Parks and Recreation*. (She aspires to be Leslie Knope, one of the main characters of *Parks and Rec*!)

Welcome Caitlyn!



SEPTEMBER SHOUT OUT

Shout Out to...

Melissa Snyder!



Dr. Snyder came to Eastern University in July, 2019 having over 25 years of experience in Nursing Education. Dean Reger was immediately impressed with Melissa's ability to clearly articulate a vision of the future of nursing education and assess the strengths and needs of our programs and students. Melissa is a leader who presents solutions when she identifies problems. During this COVID crisis, Melissa has demonstrated her skills as a leader. She has consistently remained calm and maintained a sense of direction. She has demonstrated understanding of her team's

circumstances and distractions while at the same time keeping her faculty and students engaged and motivated. Dr. Reger is not alone in feeling grateful to work alongside Dr. Snyder and appreciative of her effective shepherding of the nursing program. Thank you Melissa!

Melissa embodies 1 Peter 5:2-4: *Be shepherds of God's flock that is under your care, watching over them—not because you must, but because you are willing, as God wants you to be; not pursuing dishonest gain, but eager to serve; not lording it over those entrusted to you, but being examples to the flock. And when the Chief Shepherd appears, you will receive the crown of glory that will never fade away.*

ESPERANZA OUTSTANDING STUDENT AWARD

Esperanza College is very proud of its students and graduates, many of whom have been successful inside and outside of the college. One of these students is Nilda Diaz. Nilda graduated last May and received the honor of being the Outstanding graduate of the Health Sciences program. When asked what kept her motivated during this challenging time of COVID-19, she responded "What helped me reach my goal (of graduating with the AS in Health Sciences) during this difficult time of crisis was the motivation of remembering where I am going to be in two years (she expects to graduate with a BSN). Because I am first generation, I am always motivated to break the chains of a generational curse that tells young people that they are unable to be successful in such a city of crime and agony. My friends, advisor and professors motivated me every day to keep on pushing, because there was a beautiful light at the end of this tunnel. My relationship with God also helped me to continue towards my goal, because I know that I am beautifully and wonderfully made to conquer any battle that comes my way. God will never put anything in front of you that you cannot overcome."

You can hear about her passion to serve others and her faith in God on the Ciencia, Fe y Esperanza [podcast](#). Nilda is continuing her path towards her goal at Gwynedd Mercy, where she is completing her BSN.



MARKETING UPDATES

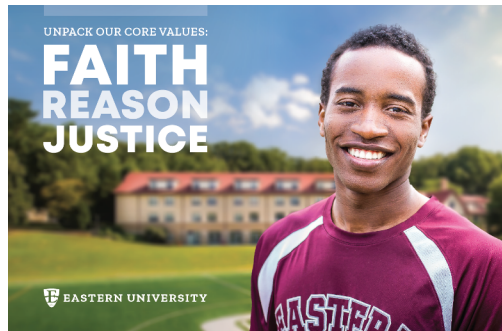
Templeton Website Redesign & New Videos:



We're thrilled to announce the redesign of the Templeton Honors College website, as well as three new videos we created for the homepage. The new site shares cohesive branding with the Eastern and Palmer sites, while highlighting Templeton's unique identity and branding. Check it out! templeton.eastern.edu

Undergraduate Print Campaign:

Our design team reviewed all 21 pieces of the undergrad print campaign, determined which ones need updating, and invested considerable time and creative energy this summer in bringing them all up to a higher level. We revamped several pieces to best reach this generation of students. We can't wait to hear how our prospective families interact with the freshly updated printed materials!



COLLEGE OF HEALTH & SCIENCES

Congratulations to **Dr. Sharon Gramby-Sobukwe** on her forthcoming article: Gramby-Sobukwe, S. (2020). "Case Study - Women in the Movement for Black Life: Transformative Activist Leadership Reshaping Black Politics." *In Transformative Leadership in Action: Allyship, Advocacy & Activism*. Bingley, UK: Emerald Publishing.

VERSE OF THE MONTH

Who should not revere you,
O King of the nations?
This is your due.
Among all the wise men of the nations
and in all their kingdoms,
there is no one like you.
(Jeremiah 10:7)

ZOOM UPDATES

Waiting Room: Beginning on September 27th, all Eastern University Zoom meetings automatically have a waiting room assigned to them. This is Zoom's security recommendation moving forward. If you were not able to attend the Lunch Hour Training session, you can view the recording at faculty.eastern.edu/covid19. There are options for the waiting room that you can customize to your preferences and course needs, which are reviewed in the training video.

Cloud Recording: All Zoom Pro accounts have now been given cloud recording privileges. This means that when you hit record, you will be given the option to record to your computer or record to the cloud, as seen on screen shot pictured to the right.

You do not need to change anything in your settings to make cloud recording available. When you host a meeting and hit record, you should automatically see the cloud option. If you don't, reach out to CTLT.

Recording to your computer will provide better video quality, so CTLT recommends that option for lecture-capture. However, recording to the cloud is useful in other situations, such as when simulcasting a class. Instead of having to wait for the recording to download to the classroom computer and then upload it to Kaltura/MyMedia, you can now record to the cloud and access that recording later on your own machine. After recording to the cloud, watch for an email from Zoom to alert you that the cloud recording is ready to view.

Please note that in order to be good stewards of our video space allotment, cloud recordings are only available for 30 days. Before those 30 days are up, CTLT recommends downloading your video file for permanent use in current and future classes.

It is also possible to set up your Zoom account so that your cloud recording will automatically be placed in Kaltura/MyMedia for you. When it appears in Kaltura, it is a permanent addition to your library there. However, if it does not properly migrate to Kaltura, you can download it from the cloud within 30 days and then upload it to Kaltura as usual. These directions can also be found in the September 23rd Lunch Hour Training session.

Support: As always, reach out to CTLT at brightspace@eastern.edu for questions about these and other educational technology needs!

